

Marketing:
Hospitality Management
Course Code # 5026
1 Credit_____ **2-3 Credits**_____

School Year _____

Term: ____ Fall ____ Spring

Student:	Grade:
Teacher:	School:
# of Competencies in Course: 1 credit = 34, with Work-Based Learning = 38	
# of Competencies Mastered:	
% of Competencies Mastered:	

Standards to be completed for 1 credit are identified with one asterisk(*). A work-based component for 2-3 credits is identified by two asterisks ().**

***Standard 1.0 The student will explore the Lodging Industry**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Analyze the history of the lodging industry			
1.2	Relate the evolution of the lodging industry to today's economy			
1.3	Distinguish between the different types of lodging			
1.4	Recognize the wants/needs of the different guests			
1.5	Employ terminology used in the lodging industry			

***Standard 2.0 The student will analyze various career opportunities within the Lodging Industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Illustrate the various departments of lodging organization			
2.2	Compare the organization structure of large and small lodging establishments			
2.3	Examine various career opportunities within the lodging industry			
2.4	Assess educational and training requirements in the lodging industry			

***Standard 3.0 The student will assess the function of economics as it relates to the Lodging Industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Use basic economic terms and concepts			
3.2	Distinguish between the different types of economic systems to the impact on lodging trends			
3.3	Interpret the impact of lodging on the local and global economy			

***Standard 4.0 The student will interpret ethical, legal, government and safety considerations in conjunction with Lodging Industry standards.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Assess the responsibilities involved in the employer/employee relationship			
4.2	Examine the value of ethical responsibilities as they apply to the lodging industry			
4.3	Investigate current laws which govern the lodging industry			
4.4	Interpret safety and security practices used in the lodging industry			

***Standard 5.0 The student will demonstrate interpersonal and employability skills required in the Lodging Industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Analyze skills needed for job application, job interview, advancement and growth			
5.2	Formulate time management skills			
5.3	Demonstrate professional dress standards			
5.4	Demonstrate appropriate communication skills needed in the lodging industry			
5.5	Analyze the critical aspects of image as it relates to building positive customer relationships			

****Standard 6.0 The student will practice industry-related business skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Locate on a map and/or globe various geographical locations			
6.2	Calculate math transactions performed in the lodging industry			
6.3	Demonstrate necessary skills related to technology used in the lodging industry			
6.4	Demonstrate reading and writing skills necessary for the lodging industry			
6.5	Examine approaches to the negotiation process			

***Standard 7.0 The student will examine marketing strategies utilized in the Lodging Industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Compare marketing strategies within the lodging industry based on a target market			
7.2	Relate a particular marketing strategy to a specific type of Lodging			
7.3	Evaluate a specific marketing strategy			

***Standard 8.0 The student will demonstrate organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Demonstrate involvement in DECA activities			
8.2	Assess efforts of civic consciousness			
8.3	Develop leadership and communication abilities through class-related activities of DECA			

***Standard 9.0 The student will demonstrate an understanding of the importance of academic integration in the Lodging Industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Write formally in reports, narratives and essays			
9.2	Read and interpret technical manuals			
9.3	Design oral presentations			
9.4	Evaluate geographic, sociological and economic factors relating to the industry			
9.5	Apply algebraic formulas while solving problems			
9.6	Estimate probabilities and predict outcomes			
9.7	Read and interpret graphs, illustrating quantitative data			

*****Standard 10.0 The student will demonstrate Hospitality Management principles in a work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Apply principles of marketing and management to a work-based situation			
10.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
10.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
10.4	Employ the principles of safety to the work-based experience			

Additional comments:
